

- *Community Voices Promotoras* - Making a Difference Along the El Paso Border



Photograph Courtesy of El Paso Times, Inc.



El Paso
Community Voices
Healthcare for the underserved

El Paso Demographics

- Estimated population 688,039
- 78.2% Hispanic
- 65% Speak Spanish
 - 32% Speak ONLY Spanish
- Average per Capita income \$13,421
- 23.8% live below 100% of the Federal Poverty Level
- 40% live below 200% of the Federal Poverty Level
- 34% Lack Health Insurance
- In 1990:
 - 65.8% Graduated from High School
 - 16.6% Graduated with a B.A. or higher



Photo Courtesy of El Paso Times



El Paso
Community Voices
Healthcare for the underserved

Community Voices Goals

- Preserve & Strengthen Healthcare Safety Nets.
- Sustain increased access to healthcare services for the underserved and uninsured with a focus on primary care and prevention.
- Change the delivery system in which care is administered to a much more cost effective way where quality remains high.
- Establish models of best practices that provide examples of different approaches and strategies for other communities who can select from and adapt to their own unique circumstances.



Photo Courtesy of El Paso Times



Promotoras

- Promotoras also known as:
 - Community Health Workers
 - Community Health Advisors
 - Community Outreach Workers
 - Lay Health Workers
 - Volunteers
 - Promotores

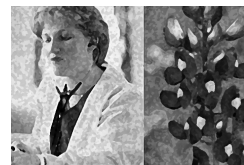


Photo Courtesy of El Paso Times



Promotoras (cont.)

- Job Description
 - Outreach
 - Case findings
 - Health education
 - Patient education
 - Translation
 - Patient transportation
 - Case management
 - Home visits
 - Referral services
- Common Use
 - Diabetes Education
 - Immunization Education
 - Water Quality Education
 - Nutrition/Diet Education
 - Oral Health Education
 - Tobacco Education
 - Alcohol/Alcoholism Education
 - Tobacco Cessation



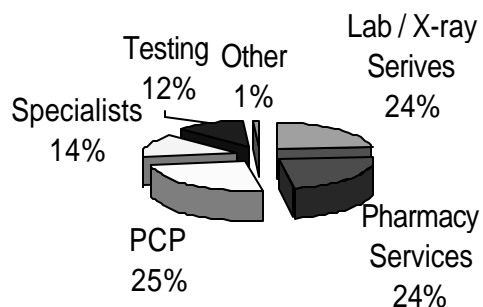
Capacity Building with Promotoras

- They communicate importance of tobacco cessation and prevention
- Develop cessation services within their clinics, neighborhoods, etc. (i.e. support groups)
- Offer affordable tobacco cessation services
- Offer tobacco cessation services in Spanish
- Offer credible tobacco cessation services

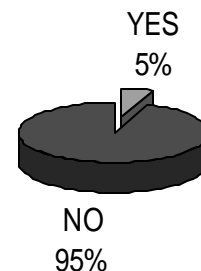


Member Survey Statistical Results

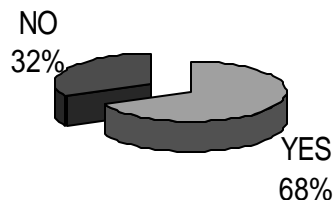
Services used by CV Members



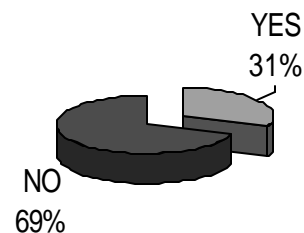
Since becoming a CV Member, have you received services in Mexico?



Did you or any CV enrolled member of your family go to the ER for medical care **BEFORE** you became a CV Member?



Have you or any CV enrolled member of your family gone to the ER **SINCE** becoming a CV Member?



Bridging the Gap through Promotoras

- They establish networks of support
- They utilize existing health resources
- They refer people to:
 - Social Services
 - Clinics
 - Different programsthroughout the community
for the underserved



Photo Courtesy of El Paso Times



El Paso
Community Voices
Healthcare for the underserved

Thank You

Community Voices

1100 N. Stanton, Suite #304

El Paso, Texas 79902

Ph. (915) 545-4810

Fax: (915) 545-2159



Photograph by El Paso Convention Center



El Paso
Community Voices
Healthcare for the underserved